

XCEL Points

For Leadership Success

Campus Center and Student Activities Department

Goal Setting

Why Make Goals?

Goal setting can provide the right motivation to get your organization moving and growing in a positive direction! Through goals, organizations can benefit by increasing communication, recruiting new members and in planning events!

Goals however need to be SMART!

What are SMART Goals?

SMART Goals are:

Specific—focus on the resolution to the problem

Measurable— find a solution that will allow you to measure your improvement

Achievable—be sure that your goal is attainable by every member of the group

Realistic—consider how high your goal is and plan realistically on how to reach it

Timely—set a timeframe to reach your goal by, then do your best to reach it!

The goals that are made for your organization should be practical. This system encourages the group to think of each aspect of the goal to ensure that the goal set for the group will address the problem.

For example, in many organizations communicating effectively is very difficult to achieve. E-mail is often the fastest and easiest way to communicate with other members of the group; however e-mail can also lead to communication problems because e-mails can easily be misinterpreted. Even a delayed response to an e-mail can make the sender feel that there is little interest in the point that he or she was attempting to address.

The **SMART** goal remedy to help reserve communications issues would be:

Specific—Members of the organization have been feeling neglected when there is no response to their e-mails

Measurable—the goal is for 100% of e-mails to have responses

Achievable—Even if it's "let's set a time to talk about this" or "I'm not sure, let me think about it some more and get back to you" will satisfy the requirement for a response

Realistic—Within 24 hours of receiving an e-mail as response will be sent



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